Hall & Partners Appoints Ashley Walker, Global Marketing & Communications Director

London, UK, 20 May 2013 -Hall & Partners today announced the appointment of Ashley Walker to drive global marketing and communications, based in London.

Ashley brings over a decade of experience in marketing and communications from companies such as TGIFriday's, Newell Rubbermaid, Blockbuster, and e-Rewards/Research Now.

While at e-Rewards, Ashley was responsible for developing the marketing and communications programme during which time the company grew from \$48M USD to over \$100M USD. Following e-Rewards' acquisition of Research Now, she led corporate communications and is credited with the launch of their global community relations programme and social media strategy, as well as the re-branding of e-Rewards, Inc.

Ashley commented: "We have entered a new age of marketing and communications, with huge importance on advocacy / word of mouth (vs. audiences simply as passive recipients of advertising/marketing). Companies increasingly desire to build more engaging, inside out brands and connect with customers in more meaningful ways. Hall & Partners' work in this area is excellent, bar-none, and I am excited to join the team to lead our own efforts."

"At Hall & Partners, we are passionate about helping our clients create more experiential, interactive, and engaging ads, campaigns and brands, while living and breathing it as a B2B brand ourselves. Ashley is the ideal person to lead our marketing efforts going forward, given her background and knowledge of global marketing and communications as well as the industry. We are thrilled to have her on board," said Global CEO, Vanella Jackson.

About Hall & Partners

Hall & Partners (www.hallandpartners.com) is a leading global research boutique, specializing in brand engagement and communications research. Their innovative Engager® framework provides a new way to measure how people engage with brands and has helped revolutionize the way the advertising industry thinks about brand engagement. Hall & Partners carry out research in over 70 countries, and have offices in Chicago, London, Los Angeles, Melbourne, New York, Seattle, Singapore and Sydney. Hall & Partners is a part of Diversified Agency Service, a division of Omnicom Group Inc.



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About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

About Omnicom Group Inc.

Omnicom Group Inc. (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.